J-23-H

May 16, 1994

TO OUR CUSTOMERS:

Subject: Focus Program

The recently announced "Focus Program" effective May 2, 1994, is now underway. We are extremely pleased with the acceptance shown toward this new program.

As a reminder, if you have chosen to participate under Plan "A", please ensure that the following program requirements are being adhered to:

- Reporting sales information for week beginning May 2, 1994, and all subsequent weeks through and including week of October 24, 1994. Weekly sales information must be received no later than five working days following the end of the shipping week.

- Sales information will be accepted from week beginning May 2, 1994, up to and including week of June 6, 1994 no later than Friday, June 17, 1994 and thereafter through and including week of October 24, 1994. Sales information from week of May 2, 1994 through week of May 30, 1994 may be submitted weekly or monthly or cumulative for that period.

- Technical addenda to the Plan A program are forwarded to your technical staff periodically. These addenda are used to clarify compliance issues and technical "format" issues. Please be sure to contact those individuals for your copy. The first addendum had a reference to RJR reserving the right to reimburse for media kept by RJR versus returning media to you. The reimbursement rates are detailed on the addendum. A second addendum refers to specific "format" requirement clarification. If your technical personnel have not received an addendum, please call 910-741-3716 and an I/R Data coordinator will forward one.

- Customers who participate in Plan "A" will risk being disqualified if the sales information is untimely, contains incorrect or incomplete information, is provided in an improper format/form or otherwise does not comply with Plan requirements will cause the ship-to location to be removed from Plan "A" and lose its eligibility for Plan "A" payment.

If you are in the process of installing necessary programs to accomplish Plan "A" participation, we would encourage you to submit "test" data for compliance verification prior to submission of sales information for week of June 6, 1994.

Should you have any questions regarding sales information submission, please contact our I/R Data Services Coordinator at 910-741-3716.

Thank you for your support in the marketing of our products.

R. J. REYNOLDS TOBACCO COMPANY
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